



NEWS AND INFORMATION from the Grand Traverse Bay YMCA  
3000 Racquet Club Drive, Traverse City, MI 49684 [info@gtbayymca.org](mailto:info@gtbayymca.org)  
[www.gtbayymca.org](http://www.gtbayymca.org)

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CONTACT:

For Grand Traverse Bay YMCA: Tom Van Deinse, CEO, 231.933.9622, [tvd@gtbayymca.org](mailto:tvd@gtbayymca.org) or  
Molly Brown, Y Director of Afterschool Programs, 231.421.3568, [childcare@gtbayymca.org](mailto:childcare@gtbayymca.org)

JCPenney: Kate Parkhouse, 972.431.3400, [jcpcorpcomm@jcpenney.com](mailto:jcpcorpcomm@jcpenney.com)

FOR IMMEDIATE RELEASE:

JCPENNEY CUSTOMERS "ROUND-UP" AND GIVE BACK TO GRAND TRAVERSE BAY YMCA:  
*100 Percent of Donations from Recent "Round-Up" and "Day of Giving Back" Programs Benefit  
Grand Traverse Bay YMCA, a JCPenney Afterschool Fund Charitable Partner*

Traverse City, MI – Thanks to funds raised through recent "Day of Giving Back" and "Round-Up" events at the JCPenney at the Grand Traverse Mall, the Grand Traverse Bay YMCA's afterschool program has received a great boost in the form of a \$3,936.39 donation. The Grand Traverse Bay YMCA is a charitable partner of the JCPenney Afterschool Fund.

"The generous support of the JCPenney Afterschool Fund and JCPenney enhances our efforts to serve as many children as possible with meaningful, high-quality afterschool programming," says Tom Van Deinse, CEO, Grand Traverse Bay YMCA, "They know, as we do, that children are our most valuable resource."

With the \$ 3,936.39 raised from the JCPenney at the Grand Traverse Mall's recent "Round-Up" and "Day of Giving Back" programs, children can enjoy the YMCA's afterschool programming, which includes sports and fitness, arts, character development, homework support, and socialization. YMCA Child Care Director Molly Brown commented, "We use lots of fun programs to teach kids to be great adults. Like our motto says, at the YMCA we really do build strong kids!"

At the September 2008 "Day of Giving Back" event, customers were invited to purchase a JCPenney coupon. Proceeds from the coupon sales were donated to the Grand Traverse Bay YMCA by JCPenney Afterschool Fund, a public charity that provides at-risk children access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. Also, from December 5-14, 2008, JCPenney customers were invited to "round-up" their JCPenney purchases to the nearest whole dollar and donate the difference to the JCPenney Afterschool Fund. JCPenney Afterschool Fund contributed the "Round-Up" resources to Grand Traverse Bay YMCA.

Studies show that 14.3 million children in the United States are unsupervised after school between the hours of 3 p.m. and 6 p.m. each day. Additionally, studies show that youth are at

greater risk of involvement in crime, drug abuse and other destructive behaviors during these hours. To address this issue, JCPenney created the JCPenney Afterschool Fund in 2001, and together they have contributed more than \$70 million to support the afterschool cause nationwide, giving tens of thousands of children the opportunity to participate in essential afterschool programs. The JCPenney Afterschool Fund continues working toward the day when all children in America will have access to life-changing afterschool programs that help them reach their full potential.

#### **About the Grand Traverse Bay YMCA:**

Since 1964, the Grand Traverse Bay YMCA provides over 65 programs to 11,000 program users and 3,000 members to build strong kids, strong families, and strong communities. This YMCA's mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all. Last year, the local YMCA was fortunate to have nearly 600 volunteers that contributed over 44,000 hours. As part of our "No One Denied" financial assistance program, some 500 families and families of 80 active duty military personnel received over \$120,000 to fully participate in YMCA programs. The Grand Traverse Bay YMCA maintains programs mostly in the five county Grand Traverse Bay region, including its main facility at 3000 Racquet Club Drive City, a dedicated gymnastics facility at 1100 Woodmere, Suite A, and a new day care center at 1100 Woodmere, Suite B. The main YMCA facility experienced 270,000 uses last year, while the day care center is licensed to serve 80 infants and children, and the gymnastics facility serves another 600 kids each week. All information about this YMCA can be found at its website at [www.gtbayymca.org](http://www.gtbayymca.org) or the Front Desk at 231.933.YMCA (9622).

#### **About The JCPenney Afterschool Fund**

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that inspire children to be smart, strong and socially responsible. To date, JCPenney and the JCPenney Afterschool Fund have contributed more than \$70 million to local afterschool programs in every JCPenney community through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America. For more information, visit [www.jcpenneyafterschool.org](http://www.jcpenneyafterschool.org).